

HASTINGS XX-TRA

MARCH, 1941

Devoted to the Interests of All Gold Leaf Users and
of the Dealers and Sales People Who Serve Them
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PACK 16, BOOK 1

Ye Editor Likes Pictures

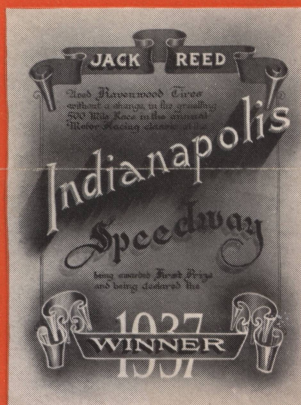
It's easy to become a professional photographer—just for a few minutes. Take a picture of one of your recent Hastings Gold Leaf jobs and send it to the Editor of the XX-tra. He'll be glad to send you a dollar for it if he can use it.

It can be a picture of a truck, a window or hanging sign, or anything gilded. If we think it will interest other readers of the XX-tra, we'll publish it in a future issue and a nice, crisp new dollar will be yours. Don't forget to tell us the details of the job when you send the picture—who the job was done for, what color leaf you used, any unusual problems that came up, or anything at all that might be interesting to other gold leaf users.

New Hastings "Idea File" Filled With Valuable Material for Gold Leaf Users



"Don't Tear Your Hair," Says Poet



The author of these clever lines is E. D. Griffith, of Dayton, Ohio. His good advice comes from years of experience. Mr. Griffith writes, "Have been in the sign business for 45 years and in that time have used many thousands of books of your XX Gold Leaf which has always given the very best of satisfaction."



*Don't tear your hair, cuss and scold
When your gilding's a "sight to behold"—
Put a stop to that fuss,
Aggravation and muss;
Use Hastings Double-X Gold!*

The verse and the picture at the left of Mr. Griffith's work (he's an engrosser and illuminator as well as a sign man) came to us in the beautiful and tricky envelope above, which is lettered in Hastings Gold Leaf. It's one of the most unusual envelopes we have ever had the pleasure of receiving.

The new Hastings "Idea File"—just published—is crammed with profit-making ideas for every sign shop. Twelve pages of photographs show new and interesting ways in which gold leaf has been used in truck lettering, on outdoor displays, store fronts, store windows, architectural interiors and exteriors, and for interior decoration.

You will find valuable information on gold leaf, platinum leaf, aluminum leaf, and palladium leaf, with suggestions for using them designed to help you do the best possible jobs—and to find more good jobs to do.

The photographs are accompanied by descriptions of the work showing how gold leaf users have solved their everyday problems and their unusual ones, too. The jobs pictured include all kinds of objects to be gilded, from an antique chair to the dome of a building.

The Hastings "Idea File" is put out for you. If you'd like to have a copy just drop a postcard to Hastings and Company. We'll be very glad to send it to you free.

A MAGAZINE OF VALUABLE IDEAS FOR GOLD LEAF USERS

This is the 55th Issue of
HASTINGS XX-TRA

JOHN V. HASTINGS, JR. Editor
 Published throughout the year by
 Hastings & Company

817-19-21 Filbert Street, Phila., Pa.
Western Branch:
 1332 W. Grand Avenue, Chicago, Ill.

Northeastern Division
 W. H. Kemp Company
 47 W. 16th Street, New York, N. Y.

*Hastings & Co. was founded in 1820 by
 Dr. John Hastings and has continued for
 120 years in the control of the Hastings
 family.*

JOHN V. HASTINGS, JR.
 G. BRINTON THOMAS, JR.
 HENRY B. ROBB, JR.
 Partners

PACK 16 MARCH, 1941 BOOK 1

WORRY

We had a boss, many years ago . . . a sage old man wise in the ways of the world . . . who used to discourse periodically on worry. "Worry," he would say, "is the most useless thing in the world. If there is something you can do about a situation, don't worry about it . . . just do it. And if nothing can be done about it, well, what good will worrying do?" We guess it takes a full life of many, many years to reach this grand philosophy . . . but it certainly makes sense! Worry, it seems to us, is the universal problem . . . and the most unnecessary if we follow the old man's logic!

Take our businesses, for example. We all worry about them . . . more or less. We worry about this . . . about that . . . about our customers and about our competitors. Yet if we used all the time and physical energy we expend in this worrying, to improve our business . . . we probably would have nothing . . . absolutely nothing . . . to worry about. We'd all be more successful.

We find a great example of this philosophy today across the sea, in England. There an entire nation . . . a great nation . . . with worries galore, is carrying on . . . with a grim determination that all must admire. No time for worry there . . . a job to be done, and they are doing it!

Today's Englishman seems to have the same point of view as our old boss . . . if you can do something about it . . . do it and don't worry. And if you can't do something, worry is useless.

We believe all of us would be better off . . . mentally, physically, as well as financially, if we could master this way of thinking . . . and use our worrying-time for productive and useful things. The makers of headache medicines would have to go out of business.

John V. Hastings Jr.

Gilded Letters for Department Store

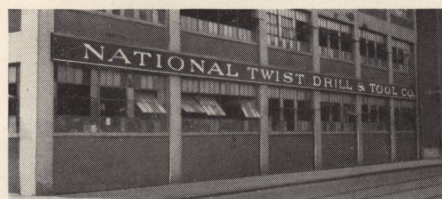


This sign on Macy's, in New York, is the work of L. E. Lamb Co., Inc., of that city. The letters are four feet high, and the gilding was done with Hastings XX

Deep 23 Karat Gold Leaf, applied over Heins Oil Gold Size. The Lamb firm has been in business 25 years, using Hastings Gold Leaf throughout that time.



Gold Leaf snaps up these raised letters



110 feet of gilded letters

Long Signs In Detroit

These long signs were built for the National Drill & Tool Company by the Ricard Sign Company, of Detroit, Michigan. One is an eighty-four foot raised gold letter sign and the other a hundred and ten foot surfaced gold letter sign. Ethel M. Ricard reports that Hastings gold leaf and Heins gold size were used, and that a beautiful burnish was obtained.

Quoting from her letter: "We aren't eligible for your mythical 30-year Club but we have been using XX Gold Leaf for twenty years and have always found it most satisfactory."

West Challenges East!

A letter from A. M. Fulton, manager of the Security Sign Service, of Portland, Oregon, contains a challenge to all gilders of the East. Mr. Fulton writes, "Our two gilders, who are really experts at the trade, would like to stage a gilding contest with some of the Eastern boys . . . similar to those Iowa corn husking bees, I suppose. Since that job down at the state capitol where they applied forty packs of Hastings, they can fan a book with one hand . . . the way those movie cowboys roll a cigarette. We use the XX 'surface' gold on these jobs, gilding under canvas."

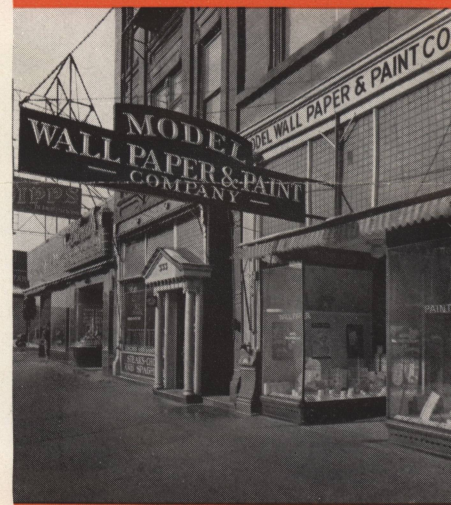
Do Do This But Don't Do That

A sign man told us a story the other day about a lady we shall call Mrs. Cornelia Doe. It seems that Mrs. Doe lost her husband and decided to take in washing to make a living. The sign man offered to make her a present of a suitable sign, and suggested ways of wording it. He thought "Mrs. Cornelia Doe, First Class Washing and Ironing" would be the best. But Mrs. Doe didn't want anything like that. "Don't mention ironing," she said, "leave out that ironing stuff. Here's the way that sign should read." She gave him a card on which was scrawled:

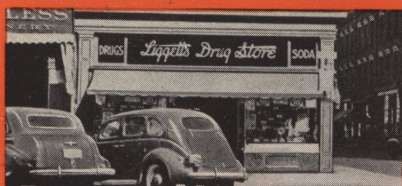
*Mrs. Cornelia Doe
 I do do Washing
 And that's all I do do.*

We wonder how that would look in gold leaf!

Raised Letters for Dealer



The Model Wall Paper & Paint Company, Hastings dealers in Peoria, Illinois, recently erected this attractive, modern, raised-letter sign. The letters were gilded with Hastings XX Gold Leaf. Gilded, raised letters have a remarkable ability to stand out and attract attention.



Specifying "Hastings" won this job



A quality job with quality materials

Specifying Hastings Gold In Bid Helps Get the Job

Here are some snapshots of a good job done on a Liggett's store by James Marino of North Adams, Mass. Mr. Marino writes us that he specified Hastings XX Gold when bidding on the job and the company apparently realized the importance of that point because "in their contract they also insisted on Hastings."

We think Mr. Marino has a very good idea there. When you specify Hastings XX Gold Leaf in your bids, you specify quality work with quality materials. That gives you a definite advantage over competitors who do not say what materials they intend to use.

Mr. Marino says Hastings products help him get work in another way: "Your gold has no pinholes, it cuts easily, and I have no trouble in giving it a burnish—that has secured for me a lot of gold leaf jobs," he writes.



Genuine Platinum Leaf

Genuine platinum, beaten into leaf form, is exclusively a Hastings product in this country. The beaten leaf has all the general characteristics of gold and is just as easy to apply on surface work. Genuine platinum leaf is the only silver-colored leaf which can be used for outdoor gilding work without any protective coating. It will give the same long trouble-free service as gold leaf. For gilding outdoor signs and displays, statuary, domes—and for all outdoor work—platinum leaf is unsurpassed.

New York Division of Hastings & Company Moves to New and Larger 16th St. Offices

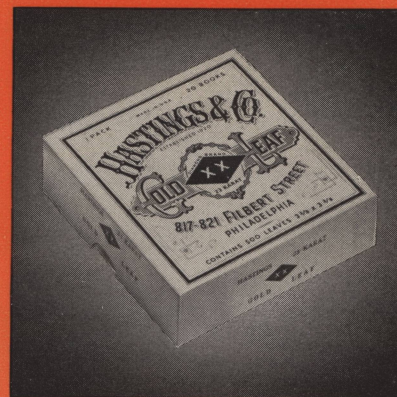
The New York office of Hastings & Company has been moved to 47 West 16th street, where enlarged facilities will enable us to render better service than ever with a larger stock of genuine gold products, aluminum and bronze powders and paints, and all accessories.

Coincident to the change in address we are changing the name of our New York Division. Since 1938 W. H. Kemp Company, a subsidiary of Hastings & Company, has been operating as the Hastings New York Division. From now on our New York office will carry the name of *Hastings & Company, W. H. Kemp Division*. Thus our New York Division takes the name of the parent organization—the best known name in the industry, with a background of 120 years in the field.

The same people and the same products that have served so well in the past will be on hand at the new address, ready to serve you the same as they have right along.

The Bronze Powder Division has also moved. This part of the Hastings firm is now in a completely modern plant on Staten Island where it, too, will be better equipped to serve you.

More room was needed in our New York Division, and that room has now been provided. You are cordially in-

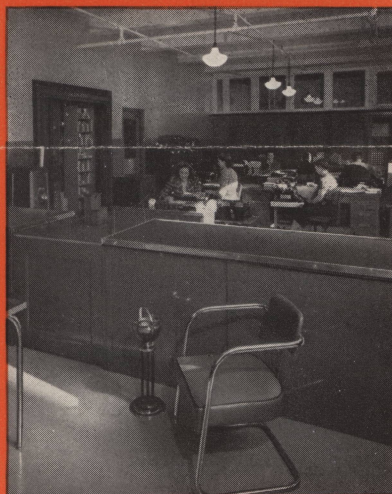


Users of "Kemp" Leaf: Here's the Hastings Box!

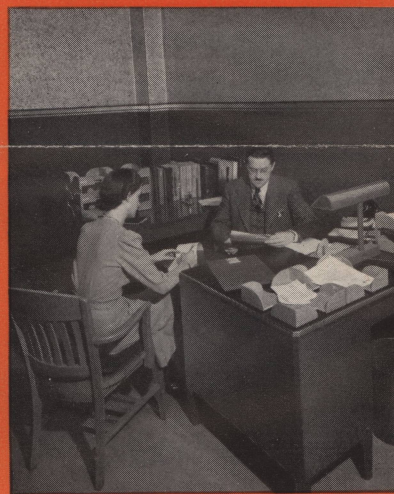
"Kemp" Brand Gold Leaf has been manufactured in the Hastings plant for some years. If you are a user of "Kemp" leaf, the new box brings you exactly the same leaf you have been getting right along. The only change is in the box itself.

vited—New Yorkers and visitors to New York—to stop in and look over these new quarters and see how we have improved our facilities for handling your business.

New Hastings Offices in New York



Here is the new, larger office of Hastings & Company, W. H. Kemp Division, at 47 West 16th Street, New York City.



Above is the office of Mr. N. I. Virglen, Sales Manager of the W. H. Kemp Division, at the Division's new New York quarters.

From the Mail Bag

L. K. ETTINGER, of Lancaster, Pa., writes us a friendly note in which he says, "Hastings XX-tra is one trade paper I appreciate, and I find it interesting and helpful. I am personally still sold on leaf as the best sign. I also find the K & H size a wonderfully durable and dependable product."

From A. W. Alderman, of Garrettsville, Ohio, comes the following: "I should like to accept your generous offer of a copy of 'Practical Suggestions for Sign Painters.' If this new copy contains the many helps and inspirations that are packed into the XX-tra, I should certainly hate to miss it."

And here's a paragraph from a letter from Elsmere Howe, of Monroe, Wisconsin: "I have been using Hastings Gold Leaf for the last eighteen years; in fact, it is the only gold leaf I have ever used. I estimate that I have used about 2000 books and I cannot praise it too highly for its fine quality. I have been receiving your XX-tra since 1926, and I always look forward to every issue, and have them filed away for future reference."

We also have a very nice letter from Sumner C. Adams, of the Adams Sign Co., Cleveland, Ohio, who writes, "In the late twenties I gilded the top of the Obelisk in the Indiana World War Memorial with your product. On a recent trip to Indianapolis it seemed to be in excellent condition. Being a Hoosier by birth that job was like a trip back home for a vaca-

tion. I enjoy every copy of your Hastings XX-tra and might say I first met your product in the Clark and Leopoldt sign shop in Oklahoma City as their shop boy in 1908."

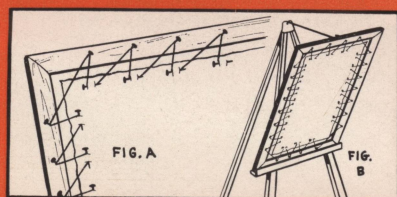
Don Ashwood, of Ogdensburg, N. Y., sends us a postcard from which we quote: "Although very young in the sign business, I have seen the advantage of using the best gold leaf obtainable. After seeing jobs done by others cracking, peeling and losing brilliance due to inferior material, mine will be done with Hastings. Your helpful 'Eye Appeal' brought increase in sales. Please send a few folders with color chart as illustrated in your XX-tra. Appreciate receiving this publication very much."

Anybody Know the Hawaiian Words for 'You're Welcome'?

We have a fine letter all the way from Hawaii, where Kaoru Fujimura does sign and poster work. Mr. Fujimura writes, "Before proceeding with my letter I want to thank you over and over again for the wonderful help (or 'Kokua' as we say here in sunny Hawaii) for the Hastings XX-tra that I am receiving month after month."

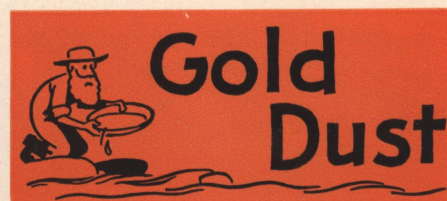
We don't know how to say it in Hawaiian, but you're certainly welcome and thanks a lot for your splendid letter.

Interest Revives in Gilding Banners; Here's a Reminder on How It's Done



With a national upswing in organization work due to national defense activity, there will be increased demand for gilded lettering on banners. Just in case you're rusty on this subject, here's the proper procedure to

follow on this type of work: Use a wooden frame larger than the banner, and lace the two together, using pins in the banner and tacks in the frame (Figure A). A pounce pattern is necessary. Tilt the top of the frame toward you (Figure B) to avoid any drip, then build up the surface of the cloth with thick, white shellac until you have a smooth surface. Make a size of 1/3 quick rubbing varnish and 2/3 Japan gold size, and size the letters, keeping within the boundaries of the shellac. Gild with Hastings XX Deep 23K Gold Leaf when proper tack has been reached.



Sid the Sign Man wants to know what happens when one barber cuts another barber's hair. Which one of them does the talking?

XX

He: Are you making any progress in learning to drive?

She: Well, everything would be fine if only the road would turn when I do.

XX

Gold Cutter Kate says she heard of a fellow who had to go to a tree surgeon. He got varicose veins in his wooden leg.

XX

Lady: How many people can you get in that patrol wagon?

Cop: Oh, about twenty in a pinch!

XX

George the Gilder says that the girdle manufacturers are living off the fat of the land.

XX

Mrs. Jones called up the dentist just as he was going out.

"No, I'm sorry, Mrs. Jones," he said, "I can't fill that tooth this afternoon. I've got eighteen cavities to fill now." He picked up his golf bag and rushed out.

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Goldbeater Gus, who writes short stories in his spare time, said to his friend, "Ah, at last I've written something that will really be accepted by any magazine."

"Good, what is it?" asked the friend.

"It's a check for a year's subscription!"

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Mrs. Goldy: When a man starts to talk, he never stops to think.

Mr. Goldy: And when a woman starts to talk, she never thinks to stop.